
Vendor Usage Data for Electronic Resources: A Survey of Libraries

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THE UNIVERSITY of TENNESSEE



MaxData

“Maximizing Library Investments in Digital Collections Through Better Data Gathering and Analysis”

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THE UNIVERSITY of TENNESSEE



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Talk Outline

- Survey (why, who, when)
- Responses
- General Conclusions
- Suggested areas for more research

Survey: Purpose

- How much effort is involved in working with vendor-supplied use data?
- How are the data used?
- What data are most useful in managing electronic resources?

Survey: Subjects

- Sent to Library Directors at Carnegie I and II research institutions (360+)
- April 2006
- 99 replies, 92 respondents

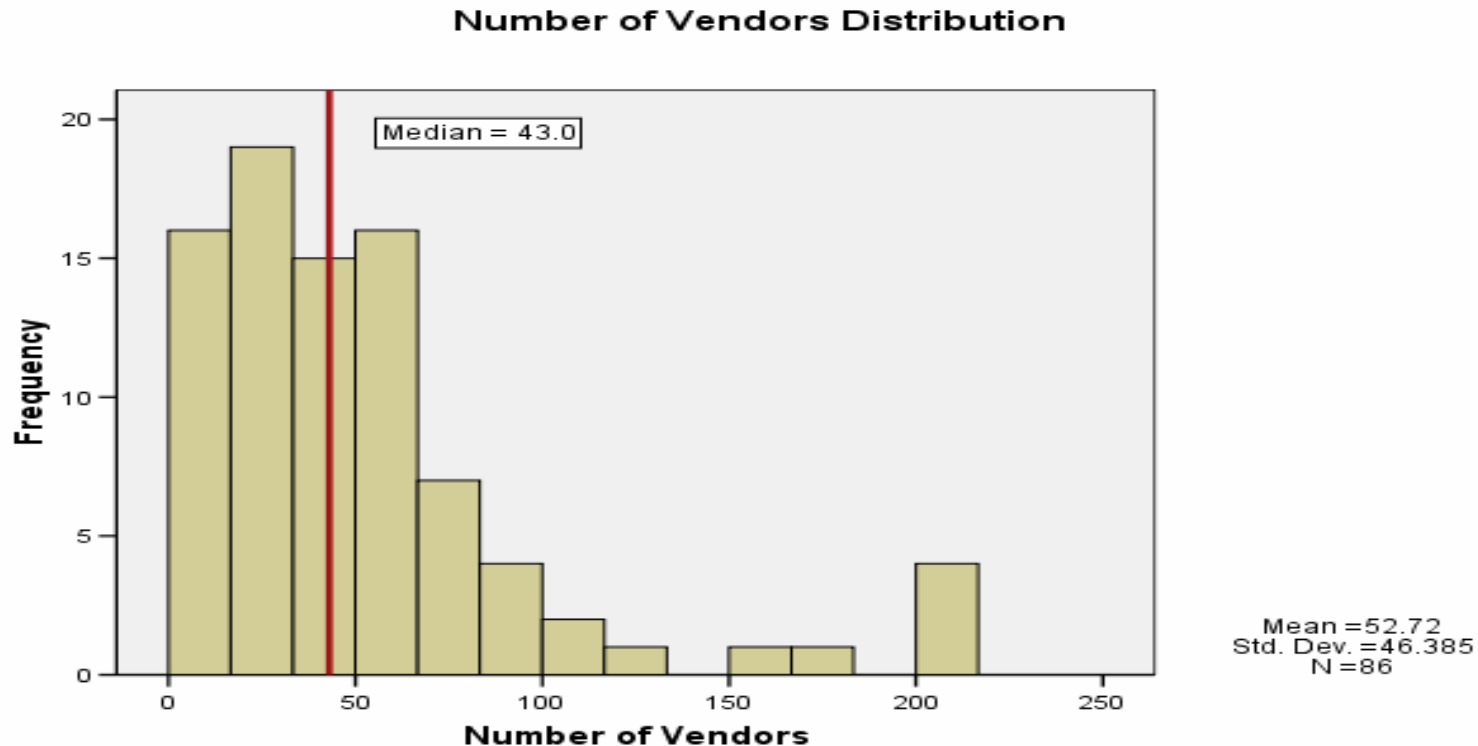
FTE of Respondents

FTE	No.
-----	-----
<5000	6
5000-9999	12
10000-14999	22
15000-19999	15
20000-24999	14
25000-29999	8
30000-34999	4
35000-39999	3
40000-44999	2
45000-49999	0
>=50000	6
-----	-----
TOTAL	92

Number of Vendors Providing Usage Reports

Number of Vendors				
FTE	No.	Med.	Min.	Max.
-----	-----	-----	-----	-----
<5000	6	21	15	72
5000-9999	9	17	6	100
10000-14999	21	40	3	125
15000-19999	15	45	12	100
20000-24999	14	46	3	200
25000-29999	7	48	12	60
30000-34999	4	75.5	45	200
35000-39999	2	128.5	85	172
40000-44999	2	125	50	200
45000-49999	N.A.	N.A.	N.A.	N.A.
>=50000	6	45	18	215
-----	-----	-----	-----	-----
All	86	43	3	215

Number of Vendors Providing Usage Reports

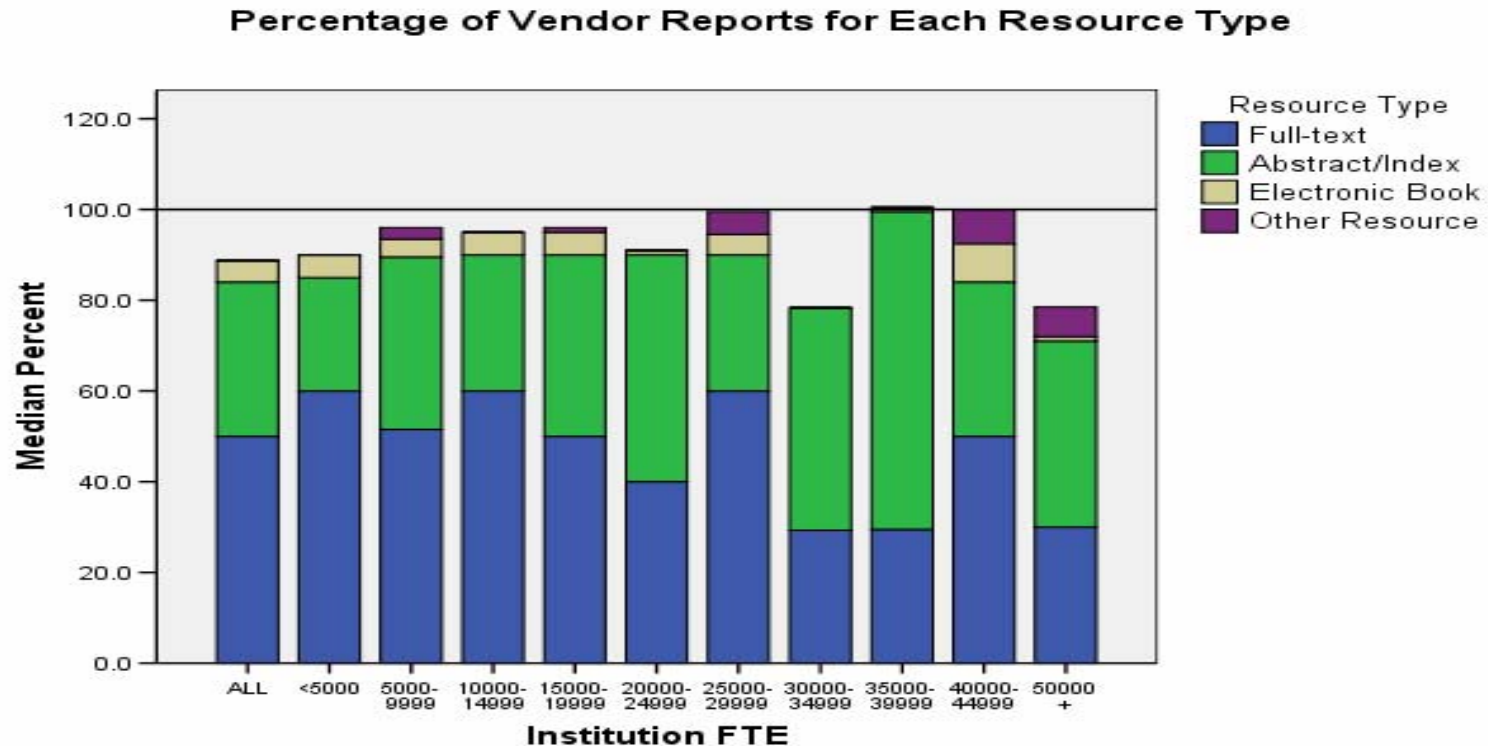


Reports for Different Types of Resources

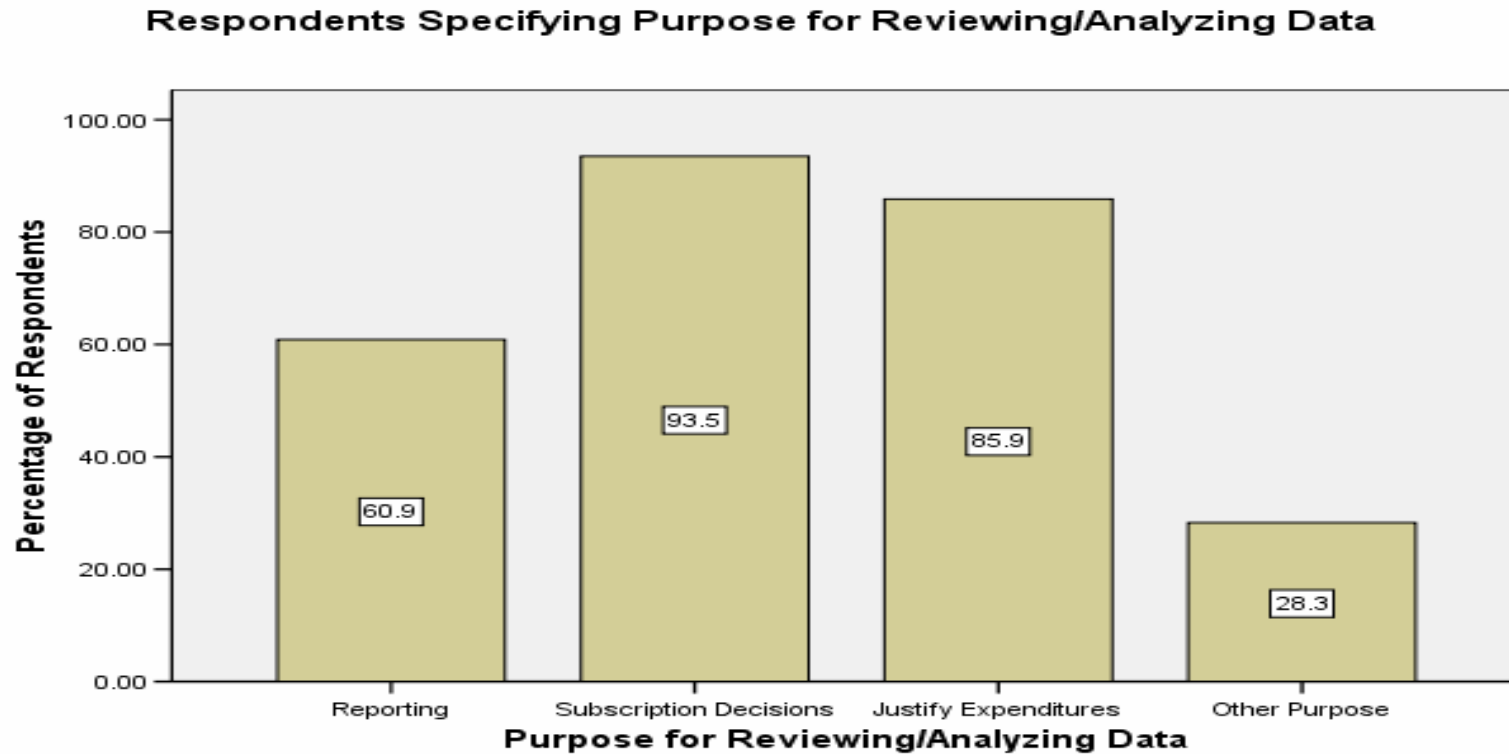
FTE	%Full-text	%A & I	%E-book	%Other
-----	-----	-----	-----	-----
<5000	60.0	25.0	5.0	0.0
5000-9999	51.5	38.0	4.0	2.5
10000-14999	60.0	30.0	5.0	0.0
15000-19999	50.0	40.0	5.0	1.0
20000-24999	40.0	50.0	1.0	0.0
25000-29999	60.0	30.0	4.5	5.0
30000-34999	29.3	49.0	0.0	0.0
35000-39999	29.5	70.0	1.0	0.0
40000-44999	50.0	34.0	8.5	7.5
45000-49999	N.A.	N.A.	N.A.	N.A.
>=50000	30.0	41.0	1.0	6.5

All	50.0	34.0	4.8	0.0

Reports for Different Types of Resources



Purpose for Reviewing and/or Analyzing Vendor Data



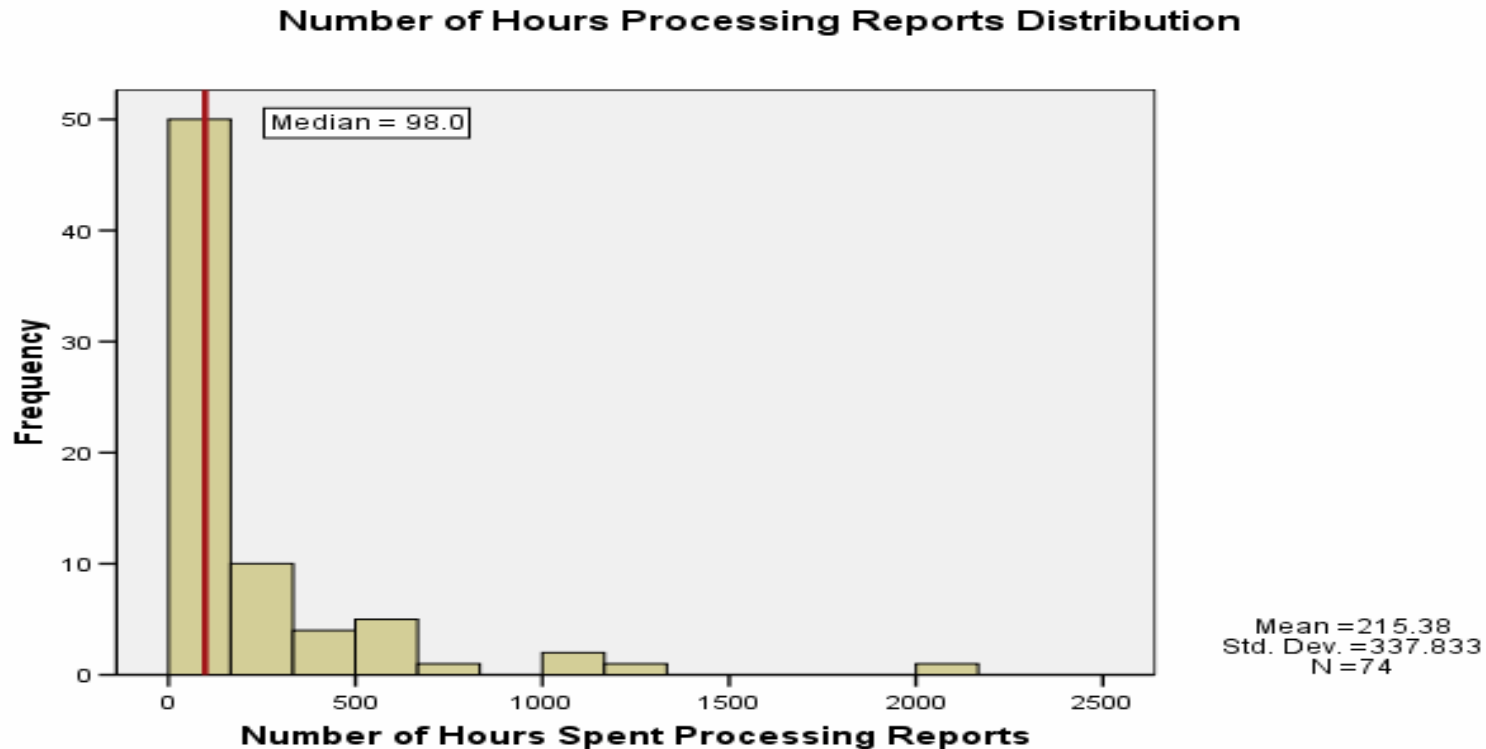
Other Purposes

- Collection management
 - Cost/use
 - Cancellation decisions
 - Change to electronic-only
- Promotion / marketing / training for lower use e-resources
- Administrative
 - Strategic planning / budget
- Curiosity

Number of Hours Processing Usage Reports in 2005

FTE	No.	Median # Hours	Minimum # Hours	Maximum # Hours
-----	-----	-----	-----	-----
<5000	5	40	16	320
5000-9999	8	60	15	350
10000-14999	19	100	2	2080
15000-19999	11	104	3	780
20000-24999	11	250	1	1300
25000-29999	6	90	40	1040
30000-34999	4	140	25	240
35000-39999	3	60	25	400
40000-44999	2	30	20	40
45000-49999	N.A.	N.A.	N.A.	N.A.
>=50000	5	200	40	600
-----	-----	-----	-----	-----
All	74	98	1	2080

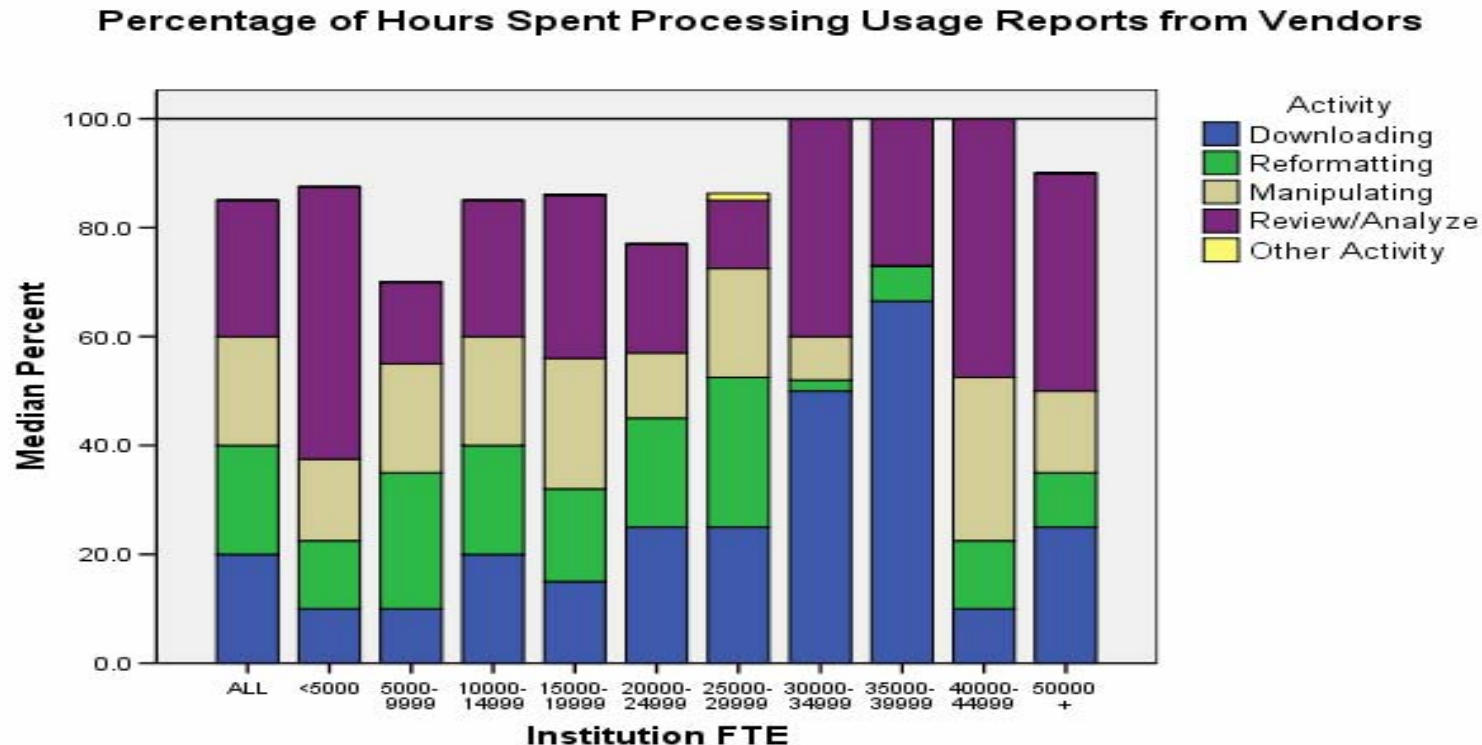
Number of Hours Processing Usage Reports in 2005



Percentage of Time

FTE	% Download	% Reformat	% Manipulate	% Review / Analyze	% Other
-----	-----	-----	-----	-----	-----
<5000	10.0	12.5	15.0	50.0	0.0
5000-9999	10.0	25.0	20.0	15.0	0.0
10000-14999	20.0	20.0	20.0	25.0	0.0
15000-19999	15.0	17.0	24.0	30.0	0.0
20000-24999	25.0	20.0	12.0	20.0	0.0
25000-29999	25.0	27.5	20.0	12.5	1.3
30000-34999	50.0	2.0	8.0	40.0	0.0
35000-39999	66.5	6.5	0.0	27.0	0.0
40000-44999	10.0	12.5	30.0	47.5	0.0
45000-49999	N.A.	N.A.	N.A.	N.A.	N.A.
>=50000	25.0	10.0	15.0	40.0	0.0
-----	-----	-----	-----	-----	-----
All	20.0	20.0	20.0	25.0	0.0

Percentage of Time Processing Vendor Data



Other Work with Vendor Data

- Interacting with the vendor about problems
- Making data available on staff intranet
- Using data in reports

Combine Data from Different Sources to Look at Use

- Combine vendor stats (36)
- Combine / compare with other use data gathered electronically (SFX, web logs, consortia reports) (17)
- Cost (12)
- Fund code/subject (5)
- Other (12)

Biggest Challenges

- Lack of consistency / standards (61)
- Takes too much time (27)
- COUNTER standards help but... (14)

Most Useful Statistic(s)

- Number of full-text downloads (67)
- Number of searches (41)
- Number of sessions (27)
- COUNTER statistics (26)
- Number of turnaways (17)
- Other (17)

General Conclusions

- COUNTER helps, but does not go far enough to ensure consistency.
 - ISSN and Title formats
 - Lack of information about source for journals in aggregator products
 - Inclusion of non-journals in JR-1 report

General Conclusions

- COUNTER - continued
 - Zero-use titles not included
 - Inclusion of full title list, not just subscribed
 - Inclusion of data about trials
 - COUNTER does not take into account US reporting of data for June-July (ARL/ACRL)

General Conclusions

- Lack of resources (time, staff, technical expertise, etc.) to spend on processing and analyzing vendor use data.

Suggestions for Further Research

- How are use data utilized in decision making?
- What data are we not getting from the vendor or how can the vendor enhance the use data to be more useful?

Suggestions for Further Research

- Cost per use (T. Koppel talk)
- How can one utilize use data for e-books and reference works (new COUNTER standard)?
- How can a library use SUSHI (XML) if they do not have an ERMS to deal with usage statistics?

QUESTIONS?
